

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2012**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 447**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Program costs**

**Senator Birmingham asked:**

In respect of programs (a) 1.1 Infrastructure, (b) 1.2 Digital Economy and Services and (c) 1.3 Broadcasting and Digital Switchover, for (i) 2012-13, (ii) 2013-14, (iii) 2014-15, and (iv) 2015-16, what is the breakdown of sub-programs, and their respective administered and departmental costs?

**Answer:**

For a breakdown of Administered and Departmental programs expenses, please refer to the Broadband, Communications and the Digital Economy (BCDE) Portfolio Budget Statements (PBS) 2012-13 pages 23, 26 and 32.

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**Question No: 448**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Program costs**

**Senator Birmingham asked:**

In respect of Program 1.1, for (i) 2012-13, (ii) 2013-14, (iii) 2014-15, and (iv) 2015-16, what is the breakdown of program expenditure?

**Answer:**

For a breakdown of Program 1.1 expenses, please refer to the Broadband, Communications and the Digital Economy (BCDE) Portfolio Budget Statements (PBS) 2012-13 page 23.

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**Question No: 449**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Program costs**

**Senator Birmingham asked:**

In respect of Program 1.2 for (i) 2012-13, (ii) 2013-14, (iii) 2014-15, and (iv) 2015-16, what is the breakdown of program expenditure?

**Answer:**

For a breakdown of Program 1.2 expenses, please refer to the Broadband, Communications and the Digital Economy (BCDE) Portfolio Budget Statements (PBS) 2012-13 page 26.

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**Question No: 450**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Program costs**

**Senator Birmingham asked:**

In respect of Program 1.3 for (i) 2012-13, (ii) 2013-14, (iii) 2014-15, and (iv) 2015-16, what is the breakdown of program expenditure?

**Answer:**

For a breakdown of Program 1.3 expenses, please refer to the Broadband, Communications and the Digital Economy (BCDE) Portfolio Budget Statements (PBS) 2012-13 page 32.

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**Question No: 451**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Electricity Usage**

**Senator McKenzie asked:**

1. For the financial year 2011-12, how many kilowatt hours of electricity did the department consume? What was the total cost?
  - a. What does this cost work out to per employee?
  - b. What increases in electricity costs has the Department experienced since the introduction of the carbon tax?
  - c. How has this changed the Department's spending pattern? What programs or services have been cut to meet the increased costs?
  - d. What measures is the Department taking to reduce its electricity expenditure? When did these commence? What impact have they had?

**Answer:**

1. In 2011-12, the Department used 1,820,414 kilowatt hours of electricity, with expenses being \$243,137.44 (GST exclusive).
  - a. Cost per ASL (Average Staffing Level) was \$363.99 (GST exclusive).
  - b. For Canberra tenancies, where the electricity supplier provides disaggregated data, the cost attributed to the carbon pricing mechanism to 30 September 2012 was \$8,214 (GST exclusive).
  - c & d. The Department is working with the building owners of the main Canberra office to improve the environmental performance of the building, including energy efficiency. Improvement works commenced October 2011. In the first three months of 2012-13, this has seen a 13% reduction in electricity consumption compared to the same period in the previous year.

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**Question No: 452**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Ministerial Hospitality and Entertainment**

**Senator Birmingham asked:**

- a. For each Minister and Parliamentary Secretary office, please detail total hospitality spend for this financial year to date. Please detail date, location, purpose and cost of each event.
- b. For each Minister and Parliamentary Secretary office, please detail total entertainment spend for this financial year to date. Please detail date, location, purpose and cost of each event.
- c. For each Minister and Parliamentary Secretary Office, what hospitality spend is currently being planned? Please detail date, location, purpose and cost of each event.
- d. For each Minister and Parliamentary Secretary Office, what entertainment spend is currently being planned? Please detail date, location, purpose and cost of each event.

**Answer:**

- a. Nil as at 30 September 2012.
- b. Nil as at 30 September 2012.
- c. At this stage the Department does not expect to pay for any expenses relating to hospitality for the Minister for the remainder of the 2012 calendar year.
- d. At this stage the Department does not expect to pay for any expenses relating to entertainment for the Minister for the remainder of the 2012 calendar year.

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**Question No: 453**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Ministerial Hospitality and Entertainment**

**Senator Birmingham asked:**

- a. For each Minister and Parliamentary Secretary office, please detail total hospitality spend for 2011-12. Please detail date, location, purpose and cost of each event.
- b. For each Minister and Parliamentary Secretary office, please detail total entertainment spend for 2011-12. Please detail date, location, purpose and cost of each event.

**Answer:**

- a. Nil.
- b. Nil.

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**Question No: 454**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Board Appointments**

**Senator Birmingham asked:**

1. Please list all of the boards within this portfolio, including: board title, terms of appointment, tenure of appointment and members.
2. What is the gender ratio on each board and across the portfolio?
3. Please detail any board appointments for this financial year to date.
4. Please list all of the boards within this portfolio, including: board title, terms of appointment, tenure of appointment and members for 2011-12.
5. What was the gender ratio on each board and across the portfolio for 2011-12?

**Answer:**

1. & 3. A list of all current boards is outlined at (2) below. For other details, refer to previous tabled responses to Senate Order 13.
2. The following table reflects the gender ratio 20:26 (female:male) as at 1 October 2012, of portfolio boards/bodies, excluding the non-Government appointments (Managing Director positions of ABC, Australia Post and SBS).

<b>Board/Body</b>	<b>Gender Ratio</b>
Australian Broadcasting Corporation	4 Female: 2 Male
Australian Communications and Media Authority	1 Female: 6 Male
Australia Post	3 Female: 4 Male
NBN Co	3 Female: 5 Male
Regional Telecommunication Independent Review Committee	2 Female: 4 Male
Special Broadcasting Service	4 Female: 2 Male
Telecommunications Universal Service Management Agency	3 Female: 3 Male



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4.-5. For appointments made during the financial year 2011-12 please refer to the Department's responses to Senate Order 13 which have been tabled in Parliament and are available on the Department of Broadband, Communications and the Digital Economy website [http://www.dbcde.gov.au/about\\_us/information\\_publication\\_scheme\\_ips/senate\\_order\\_on\\_board\\_appointments](http://www.dbcde.gov.au/about_us/information_publication_scheme_ips/senate_order_on_board_appointments). Also refer to previous Estimates responses during 2011-12, including Budget Estimates 2012 Question on Notice 170.

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**Question No: 455**

**Program No. Corporate & Business**

**Hansard Ref: In Writing**

**Topic: Community Cabinet Meetings**

**Senator Birmingham asked:**

- a. How many Community Cabinet meetings has the Minister attended this financial year to date? Please list dates and locations.
- b. How many Departmental Officers travelled with the Minister for the Community Cabinet meetings for this financial year to date? What was the total cost of this travel? List travel type, accommodation and any other expenses. Which Community Cabinet meetings did the Departmental Officers attend? Please list dates and locations.
- c. What was the total cost to the Department and the Ministers office for the Community Cabinet meetings for this financial year to date?
- d. How many Community Cabinet meetings did the Minister attend in 2011-12? Please list dates and locations.
- e. How many Departmental Officers travelled with the Minister for the Community Cabinet meetings for 2011-12? What was the total cost of this travel? List travel type, accommodation and any other expenses. Which Community Cabinet meetings did the Departmental Officers attend? Please list date and location.
- f. What was the total cost to the Department and the Ministers office for the Community Cabinet meetings for 2011-12?

**Answer:**

- a. This financial year to 30 September 2012, two Community Cabinet meetings were held. The Minister attended both these meeting held on 10 July 2012 at Ipswich, Queensland and 5 September 2012 at Orelia, Western Australia.
- b. An officer of the Department attended the Ipswich Community Cabinet meeting but not the Orelia Community Cabinet meeting. The total cost of airfares and accommodation, GST exclusive was \$967.84. Other expenses total \$166.45 (GST exclusive).
- c. Information on travel costs relating to the Minister and Ministerial staff is not held by the Department. Ministerial staff and their arrangements are managed by the Department of Finance and Deregulation. See part (b) for the total costs to the Department for this financial year to date.

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- d. Refer to the response to May 2012 Budget Estimates Question on Notice 171 for details to 30 April 2012.

To 30 June 2012, one Community Cabinet meeting was held on 16 May 2012. The Minister attended this meeting which was held at Berwick, Victoria.

- e. Refer to the response to May 2012 Budget Estimates Question on Notice 171 for details to 30 April 2012.

An officer of the Department attended the Community Cabinet meeting referred to in (d) above. The total cost of airfares and accommodation, GST exclusive was \$1148.06. Other expenses total \$365.50 (GST exclusive).

- f. Information on travel costs relating to the Minister and Ministerial staff is not held by the Department. Ministerial staff and their arrangements are managed by the Department of Finance and Deregulation. See part (e) for the total cost to the Department for May to end June 2012.

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**Question No: 456 & 457**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Reviews**

**456 Senator Birmingham asked:**

1. For this financial year to date:
  - a. How many Reviews are being undertaken?
  - b. What reviews have concluded, and when?
  - c. For each of those reviews that are still ongoing, when are they expected to be concluded?
  - d. Which of these reviews has been provided to Government?
  - e. When will the Government be responding to the respective reviews that have been completed?
  - f. Has the Government responded to all reviews within the timeframe? If not, why not?
  - g. What is the estimated cost of each of these Reviews?
  - h. What reviews are planned?
  - i. When will each of these reviews be concluded?

**457 Senator Birmingham asked**

2. For 2011-12:
  - a. How many Reviews were undertaken?
  - b. Which reviews have concluded and when?
  - c. For each of those reviews that are still ongoing, when are they expected to be concluded?
  - d. Which of these reviews has been provided to Government?
  - e. Did the Government respond to all reviews within the timeframe? If not, why not?
  - f. What was the estimated cost of each of these Reviews?
  - g. For any ongoing reviews, when will each of these reviews be concluded?

**456 & 457 Answer:**

1. For the three months to 30 September 2012, the table attached provides details on Government Reviews undertaken by the BCDE portfolio. Current and Planned Reviews section responds to parts (a) - (c) - (h) - (i).

The Completed section only identifies those reviews completed since the May 2012 Estimates Hearings (QoN 172). This section responds to parts (b) - (d) - (e) - (f) - (g).

2. This information was tabled in the May 2012 estimates hearings (Question on Notice 172). The portfolio reviews information for the remainder of the 2011-12 financial year (May and June) is included in the answer to QoN 456 (see table attached).

<b>CURRENT REVIEWS</b> <i>(statutory/non-statutory)</i>	<b>TIMING AND EXPECTED REPORTING DATES</b>
<u>Non - Statutory</u> <b>2011 Review of the Interactive Gambling Act 2001</b>	The Department has finalised the report after extensive consultation with key stakeholders. The Government is currently considering the review and will respond in due course.
<u>Non - Statutory</u> <b>Review of the Integrated Public Number Database (IPND)</b>	The final report is expected to be provided to the Minister at the end of 2012. <i>(The Department is conducting additional consultation as part of the review.)</i>
<u>Non-Statutory</u> <b>Review of the Internet Service Providers Voluntary Code of Practice (icode Review)</b>	The final report is expected to be provided to the Minister at the end of 2012.

<b>PLANNED REVIEWS</b> <i>(statutory/non-statutory)</i>	<b>TIMING AND EXPECTED REPORTING DATES</b>
<u>Statutory Review</u>  <b>Review relating to the uses of broadcasting services bands spectrum</b>	Section 35A of the <i>Broadcasting Services Act 1992</i> requires the Minister to cause to be conducted a review before 1 January 2013 of whether broadcasting services bands spectrum should be used for a particular area or areas to provide television broadcasting or other services. The Government's response to the Convergence Review may negate the need to undertake this review.
<u>Statutory Review</u>  <b>Multichannel Review</b>	Clause 60D of Schedule 4 to the <i>Broadcasting Services Act 1992</i> requires the Minister to cause to be conducted a review of the content and captioning rules applicable to multi-channelled television services provided by commercial television broadcasters and national broadcasters by 31 December 2012. The Government response to the Convergence Review may negate the need to undertake this review.
<u>Non-Statutory</u>  <b>Media Access Review #2</b>	The Minister announced on 3 December 2010 that a further review of captioning and audio description on electronic media would occur in 2013 to consider the effectiveness of action agreed in 2010 in light of transformational communications initiatives, such as the introduction of the National Broadband Network and the switch to digital television. The precise timeframe for this review is not yet determined.
<u>Statutory Review</u>  <b>Regional Radio Localism Review</b>	Section 61CT of the <i>Broadcasting Services Act 1992</i> requires the Minister to cause to be conducted a review of the local content requirements for regional commercial radio at least once every three years. The next review is required to be conducted by 4 April 2013.
<u>Statutory Review</u>  <b>Independent review of the operation of Division 16 of Part XIB of the <i>Competition and Consumer Act 2010</i></b>	Section 151DD of the <i>Competition and Consumer Act 2010</i> requires the Minister to cause to be conducted an independent review of the operation of Division 16 of Part XIB. The review is to be conducted after 12 April 2013 and the final report is required by 12 October 2013.
<u>Statutory Review</u>  <b>ACCC review of the identification of listed points of interconnection</b>	Section 151DC of Division 16 of the <i>Competition and Consumer Act 2010</i> requires the ACCC to cause to be conducted a review of the policies and procedures relating to the identification of listed points of interconnection. The review is to be conducted before 30 June 2013.
<u>Statutory Review</u>  <b>Review of Part XIC of the <i>Competition and Consumer Act 2010</i> and associated legislation.</b>	Section 152EOA of the <i>Competition and Consumer Act 2010</i> requires the Minister to cause to be conducted a review of the operation of Part XIC of the CCA and other related provisions, and specified provisions of the <i>National Broadband Network Companies Act 2011</i> . The review is to be conducted before 30 June 2014.

<b>COMPLETED REVIEWS</b> <i>(statutory/non-statutory)</i>	<b>ESTIMATED COSTINGS AND REPORTING DATES</b>	
<u>Non Statutory Review</u>  <b>Review of Access to Telecommunication Services by People with Disability, Older Australians and People Experiencing Illness</b>	<b>WHAT IS THE ESTIMATED COST OF THIS REVIEW</b>	The review was part of the normal business of the Department.
	<b>TIMING AND EXPECTED REPORTING DATE</b>	<i>When will the Government be responding to the respective reviews that have been completed:</i> The Government released the report of the Review and announced that the Government accepted all recommendations made in the report, on 15 August 2012.
	<b>HAS THE GOVERNMENT RESPOND TO THIS REVIEW WITHIN THE TIMEFRAME?</b>	YES
<u>Non Statutory Review</u>  <b>Review of Telstra Retail Price controls</b>	<b>WHAT IS THE ESTIMATED COST OF THIS REVIEW</b>	The review has been conducted as part of the normal business of the Department
	<b>TIMING AND EXPECTED REPORTING DATE</b>	<i>When will the Government be responding to the respective reviews that have been completed:</i> The Government responded to the Review on 28 June 2012
	<b>HAS THE GOVERNMENT RESPOND TO THIS REVIEW WITHIN THE TIMEFRAME?</b>	YES
<u>Statutory Review</u>  <b>2011-12 Regional Telecommunications Review</b>  <i>*Update to QoN 172 - reported at May Estimates</i>	<b>WHAT IS THE ESTIMATED COST OF THIS REVIEW</b>	The total expenses were \$1.09 million in 2011-12, including secretariat support.
	<b>TIMING AND EXPECTED REPORTING DATE</b>	<i>When will the Government be responding to the respective reviews that have been completed:</i> The Government responded to the Review on 23 August 2012
	<b>HAS THE GOVERNMENT RESPOND TO THIS REVIEW WITHIN THE TIMEFRAME?</b>	YES

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**Question No: 458 & 478**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Media Monitoring**

**458 Senator Birmingham asked:**

1. What is the total cost of media monitoring services, including press clippings, electronic media transcripts etc provided to the Minister's office for this financial year to date?
  - a. Which agency or agencies provided these services?
  - b. What is the estimated budget to provide these services for the year 2012-13?
  - c. What has been spent providing these services this financial year to date?

**Topic: Media Monitoring**

**478 Senator Birmingham asked:**

1. What is the total cost of media monitoring services, including press clippings, electronic media transcripts etc provided to the department/agency for this financial year to date?
  - a. Which agency or agencies provided these services?
  - b. What is the estimated budget to provide these services for the year 2012-13?
  - c. What has been spent providing these services this financial year to date?

**Answer to 458 & 478:**

1. The Department has one media monitoring contract for these services, which includes the Minister's office, and these costs cannot be split.
  - a. Media Monitoring services are provided by Sentia Media
  - b. The estimated budget to provide media monitoring services to the Department for the financial year 2012-13 is \$360,000 (GST exclusive)
  - c. The total media monitoring expense to end September 2012 was \$43,680.30 (GST exclusive).



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**Question No: 459 & 479**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Media Monitoring**

**459 Senator Birmingham asked:**

1. What was the actual total cost of media monitoring services, including press clippings, electronic media transcripts etc provided to the Minister's office for 2011-12?
  - a. Which agency or agencies provided these services?
  - b. What was the estimated budget to provide these services for the year 2011-12?

**Topic: Media Monitoring**

**479 Senator Birmingham asked:**

1. What was the actual total cost of media monitoring services, including press clippings, electronic media transcripts etc provided to the department/agency for 2011-12?
  - a. Which agency or agencies provided these services?
  - b. What was the estimated budget to provide these services for the year 2011-12?

**459 & 479 Answer:**

1. The Department has one media monitoring contract for these services, which includes the Minister's office, and these costs cannot be split. The total media monitoring services expenses to the Department for 2011-12 were \$308,096.76 (GST exclusive).
  - a. Media Monitoring services are provided by Sentia Media.
  - b. The budget of providing these services for the Department in 2011-12 was \$290,000 (GST exclusive).

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**Question No: 460**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Commissioned Reports**

**Senator Birmingham asked:**

1. How many Reports have been commissioned by the Government in the department/agency in 2011-12? Please provide details of each report including date commissioned, date report handed to Government, date of public release, terms of reference and committee members.
  - (a) How much did each report cost/or is estimated to cost? How many departmental/agency staff were involved in each report and at what level?
  - (b) What is the current status of each report? Did the Government report within the required timeframe? If not, when is the Government intending to respond to these reports?
2. How many Reports have been commissioned by the Government in the department/agency this financial year to date? Please provide details of each report including date commissioned, date report handed to Government, date of public release, terms of reference and committee members.
  - (a) How much did each report cost/or is estimated to cost? How many departmental/agency staff were involved in each report and at what level?
  - (b) What is the current status of each report? When is the Government intending to respond to these reports?

**Answer:**

1. This information has been tabled in previous estimates hearings (Question on Notice 173 May 2012). From May to end June 2012, the response to Question on Notice 173 remains accurate.
2. From 1 July 2012 to 30 September 2012, there have been no reports commissioned by the Government in the Broadband, Communications and the Digital Economy Portfolio. Reports associated with Government Reviews are reported in the answer to Question on Notice 456 and 457.

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**Question No: 461**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Ministerial Stationery Requirements**

**Senator Birmingham asked:**

- a. How much was spent by each department and agency on the government (Ministers/Parliamentary Secretaries) stationery requirements in your portfolio (i.e. paper, envelopes, with compliment slips) this financial year to date?
- b. How much was spent by each department and agency on the government (Ministers/Parliamentary Secretaries) stationery requirements in your portfolio (i.e. paper, envelopes, with compliment slips) in 2011-12?

**Answer:**

- a. Nil as at 30 September 2012.
- b. From 1 July 2011 to 30 June 2012, the Department expended \$1604 (GST exclusive) on government (Ministers/Parliamentary Secretaries) stationery requirements.

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**Question No: 462**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Ministerial Media Subscriptions**

**Senator Birmingham asked:**

Does the Department/agency provide any media subscriptions to its Ministers/Parliamentary Secretaries? If yes, provide details of what is provided and the cost this financial year to date and for 2011-12.

**Answer:**

Yes.

The Department currently provides the Minister with online subscriptions to the Australian Financial Review and PressReader. The Department expensed \$242.12 (GST exclusive) on online media subscriptions from 1 July 2012 to 30 September 2012.

From 1 July 2011 to 30 June 2012, the Department expensed \$1,636.22 (GST exclusive) on online media subscriptions and newspaper delivery services.

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**Question No: 463**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Ministerial Travel Costs**

**Senator Birmingham asked:**

1. For the financial year to date, please detail all travel for Departmental officers that accompanied the Minister and/or Parliamentary Secretary on their travel. Please include a total cost plus a breakdown that includes airfares (and type of airfare), accommodation, meals and other travel expenses (such as incidentals).
2. For 2011-12, please detail all travel for Departmental officers that accompanied the Minister and/or Parliamentary Secretary on their travel. Please include a total cost plus a breakdown that includes airfares (and type of airfare), accommodation, meals and other travel expenses (such as incidentals).

**Answer:**

1. Departmental officers at times travel interstate to attend a meeting with the Minister or to provide support at an event the Minister has travelled to. However, the Department's financial travel records do not differentiate from such trips and would not be able to identify with any accuracy when departmental officers have accompanied the Minister on a domestic visit.

For the three months to 30 September 2012, no Departmental officers travelled overseas with the Minister.

2. Since the response to Budget Estimates Hearings in May 2012 (Question on Notice 180) from May to end June 2012, two Departmental officials travelled independently to the same event as the Minister: the Korea, Australia and New Zealand (KANZ) Broadband Summit held in Korea in May 2012. Reconciled travel expenses were as follows

Secretary

- Airfare (Economy/Business/First, Whole of Australian Government (WOAG) Fare) \$8510.61
- Accommodation – 1 night \$506.82

Departmental Official (duration included 5 nights' accommodation).

- Airfare (Business, WOAG Fare) \$5068.44
- Accommodation – \$1303.12
- Other - \$1144.60

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**Question No: 464**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Training for Portfolio Minister and Parliamentary Secretaries**

**Senator Birmingham asked:**

- a. For this financial year to date, how much has been spent on training for Ministers and Parliamentary Secretaries in your portfolio? Please itemise each training, cost and for which Minister and/or Parliamentary Secretary was the training.
- b. For this financial year to date, how much has been spent on training for staff of Ministers and Parliamentary Secretaries in your portfolio? Itemise each training, cost and for which Minister and/or Parliamentary Secretary was the training.
- c. For this financial year to date, how much has been spent on training designed to better suit the needs of Ministers and Parliamentary Secretaries in your portfolio? Please itemise each training, cost and for which Minister and/or Parliamentary Secretary was the training, and how many employees attended and their classification.
- d. For 2011-12, how much has been spent on training for Ministers and Parliamentary Secretaries in your portfolio? Please itemise each training, cost and for which Minister and/or Parliamentary Secretary was the training.
- e. For 2011-12, how much has been spent on training for staff of Ministers and Parliamentary Secretaries in your portfolio? Itemise each training, cost and for which Minister and/or Parliamentary Secretary was the training.
- f. For 2011-12, how much has been spent on training designed to better suit the needs of Ministers and Parliamentary Secretaries in your portfolio? Please itemise each training, cost and for which Minister and/or Parliamentary Secretary was the training, and how many employees attended and their classification.

**Answer:**

a-f. Nil

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**Supplementary Budget Estimates Hearing October 2012**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 465**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Provision of Equipment**

**Senator Birmingham asked:**

1. For departments/agencies that provide mobile phones to Ministers and/or Parliamentary Secretaries and/or their offices, what type of mobile phone is provided and what are the costs?
2. For departments/agencies that provide electronic equipment to Ministers and/or Parliamentary Secretaries and/or their offices, what are the ongoing costs for this financial year to date? What were the running costs for 2009-10, 2010-11 and 2011-12?
3. Please update if there have been any changes since Budget Estimates 2011-12 (May 2012): Does the department/agency provide their Ministers and/or Parliamentary Secretaries and/or their offices with any electronic equipment? If yes, please provide details of what is provided, the cost and to whom it is provided.
4. For departments/agencies that provide mobile phones to Ministers and/or Parliamentary Secretaries and/or their offices, what type of mobile phone is provided, what are the costs and what were the ongoing costs for 2011-12?
5. For departments/agencies that provide electronic equipment to Ministers and/or Parliamentary Secretaries and/or their offices, what type of electronic equipment was provided, what were the costs and what were the ongoing costs for 2011-12?

**Answer:**

1. The Minister and his staff are provided either a mobile phone or personal digital assistant (PDA for phone and email). The type of device provided is determined by the functionality required. The cost for a mobile handset (either phone or PDA) is \$500 - \$1 000.
2. Communication expenses reported from the Department's financial management system includes expenses on items such as: PDAs, portable devices, wireless cards, broadband, fax machines, land lines, mobile phones, etc. To attempt to provide disaggregated data would involve an unreasonable diversion of Departmental resources.

Communication expenses for the Minister's Office from 1 July 2012 to 30 September 2012 were \$18 984.38 (excluding GST); for 2009-10 were \$82 844.80 (excluding GST); for 2010-11 were \$73 144.40 (excluding GST); for 2011-12 were \$48 566.60 (excluding GST).

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3. There have been no changes to the response provided since the Budget Estimates 2011-12 hearing.
4. The Minister and his staff are provided either a mobile phone or personal digital assistant (PDA for phone and email). The type of device provided is determined by the functionality required. The cost for a mobile handset (either phone or PDA) is \$500 - \$1 000.

Communication expenses reported from the Department's financial management system includes expenses on items such as: PDAs, portable devices, wireless cards, broadband, fax machines, land lines, mobile phones, etc. To attempt to provide disaggregated data would involve an unreasonable diversion of Departmental resources. Communication expenses for 2011-12 were \$48 566.60 (excluding GST).

5. The Minister and his staff are generally provided with either a mobile phone or PDA, and a device for remote access to the Department's network. The purchase price for equipment for the Minister and his staff falls into the range of:
  - i. Mobile handset (either phone or PDA): \$500 - \$1 000
  - ii. Portable device (either laptop or iPad): \$800 – \$2 000
  - iii. Wireless card: \$220

Communication expenses reported from the Department's financial management system includes expenses on items such as: PDAs, portable devices, wireless cards, broadband, fax machines, land lines, mobile phones, etc. To attempt to provide disaggregated data would involve an unreasonable diversion of Departmental resources. Communication expenses for 2011-12 were \$48 566.60 (excluding GST).



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**Question No: 466**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Staffing**

**Senator Birmingham asked:**

- a. How many ongoing staff have been recruited this financial year to date? What classification are these staff?
- b. How many non-ongoing positions exist or have been created this financial year to date? What classification are these staff?
- c. This financial year to date, how many employees have been employed on contract and what is the average length of their employment period?
- d. How many ongoing staff left the department/agency in the year 2011-12? What classification were these staff?
- e. How many non-ongoing staff left the department/agency in the year 2011-12? What classification were these staff?
- f. How many contract staff left the department/agency in the year 2011-12? What classification were these staff?
- g. How many ongoing staff were recruited in the year 2011-12? What classification were these staff?
- h. How many non-ongoing staff were recruited in the year 2011-12? What classification were these staff?
- i. How many contract staff left were recruited in the year 2011-12? What classification were these staff? What is the average length of their employment period?
- j. Are there any plans for staff reduction? If so, please advise details including if there is a reduction target, how this will be achieved, and if any services/programs will be cut.
- k. If there are plans for staff reductions, please give the reason why these are happening.

**Answer:**

- a. A total of 22 ongoing staff have been recruited this financial year to 30 September 2012. The classifications of these staff are as follows:

<b>Classification</b>	<b>Number of staff</b>
APS 3	1
APS 4	3
APS 5	1
APS 6	6
EL 1	5
EL 2	5
SES B1	1
<b>Total</b>	<b>22</b>

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- b. No non-ongoing positions have been created this financial year to 30 September 2012. A total of 8 non-ongoing positions (created in 2011-12) exist. The classifications of these staff are as follows:

<b>Classification</b>	<b>Number of staff</b>
APS 4	2
APS 6	1
EL 1	3
EL 2	2
<b>Total</b>	<b>8</b>

- c. A total of 26 employees have been employed on non-ongoing contracts this financial year 30 September 2012. The average length of their non-ongoing employment period is 6.13 months.
- d. A total of 91 ongoing staff left the Department in 2011-12. The classifications of these staff were:

<b>Classification</b>	<b>Number of staff</b>
Graduate	1
APS 3	2
APS 4	6
APS 5	17
APS 6	20
EL 1	30
EL 2	11
SES B1	3
SES B2	1
<b>Total</b>	<b>91</b>

- e. A total of 88 non-ongoing staff left the Department in 2011-12. The classifications of these staff were:

<b>Classification</b>	<b>Number of staff</b>
APS 1	4
APS 3	7
APS 4	18
APS 5	13
APS 6	28
EL 1	14
EL 2	4
<b>Total</b>	<b>88</b>

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- f. The Department only employs staff under the Public Service Act 1999.
- g. A total of 100 ongoing staff were recruited in 2011-12. The classifications of these staff were:

<b>Classification</b>	<b>Number of staff</b>
Graduate	9
APS 1	7
APS 4	3
APS 5	14
APS 6	21
EL 1	38
EL 2	6
SES B1	1
SES B2	1
<b>Total</b>	<b>100</b>

- h. A total of 101 non-ongoing staff were recruited in 2011-12. The classifications of these staff were:

<b>Classification</b>	<b>Number of staff</b>
APS 1	6
APS 3	10
APS 4	17
APS 5	15
APS 6	28
EL 1	21
EL 2	4
<b>Total</b>	<b>101</b>

- i. The Department only employs staff under the Public Service Act 1999.
- j. While staffing numbers (by headcount) for the previous two financial years have been stable, the Department has been reducing numbers from a peak in February 2012 of well over 700 (737) to the mid 600's (652) in September 2012.

The fall in headcount over this period was due in part to natural attrition and the completion of non-ongoing contracts, as well as in direct response to:

- review of corporate functions and rationalisation of activities and resourcing; and
- organisation restructure to achieve more sustainable numbers going forward.

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- k. The Department expects staffing numbers to continue to fall in response to the completion of:
- key elements of the switchover to digital only television;
  - the Digital Productivity and Telehealth trials initiatives;
  - elements of the NBN Implementation, particularly the establishment of the company, the structural separation of Telstra and the establishment of the regulatory framework; and
  - elements of Regional Telecommunications Review Response.

Overall, the reduction in staff numbers due to functions ceasing and elements of programs completing suggests that by late next year the Department's headcount may be roughly around 550.

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**Question No: 467**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Forward Estimates Efficiencies**

**Senator Birmingham asked:**

1. Please detail how the department/agency will achieve savings over the forward estimates through pursuing further efficiencies in the way the public service operates (with reference to the media release issued by the Minister for Finance and Deregulation and the Special Minister of State on 25 September 2012:  
[http://www.financeminister.gov.au/media/2012/mr\\_1982012.html](http://www.financeminister.gov.au/media/2012/mr_1982012.html)).

In addition, please provide the following detail:

2. How will reductions in air travel spending be achieved? What is the estimated savings for each year over the forward estimates?
3. What restrictions will be implemented for business flights? What are the estimated savings for each year over the forward estimates?
4. How will the use of external consultants and contractors be reduced? How will this impact on the department/agency? What are the estimated savings for each year over the forward estimates?
5. How will printing costs be reduced? Please explain if and how the department/agency will reduce its printing costs by five per cent or, if it will not, why not? How will it be determined what documents will no longer be printed? What are the estimated savings for each year over the forward estimates?

**Answer:**

- 1-5. The Department has managed this change in funding holistically. The impact of the recent additional saving of approximately \$250,000 on the Department was very minimal.

Together with the increase in the efficiency dividend, a number of other factors have affected the Departments' funding in 2012-13, including the completion of a number of reviews; the Australian Broadband Guarantee program being fully wound-up; one-off funding for some activities related to the development of the National Broadband Network ending; and the digital switchover program expanding into metropolitan areas.

To address these changes, the Department has:

- developed a new structure based around collapsing some SES jobs together, thereby reducing the size of the SES;
- offered some targeted voluntary redundancies in certain divisions, where activities have ceased;

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- reviewed a number of expense areas, such as travel, consultants and contractors, to achieve the following savings:
  - a 29 per cent (\$900,000) reduction in travel expenses;
  - a 28 per cent (\$1.5 million) reduction in contractor expenses; and
  - a 23 per cent (\$1.8 million) reduction in consultancy expenses.
- reviewed the provision of corporate, legal and financial services of the Department, to identify efficiencies in delivering these services to the Department.

In aggregate, the Department has reduced staffing in two areas where activities have ceased, as well as around 20 positions (including some formerly vacant positions) in the corporate, legal and financial services areas. As at September 2012, the Department's total staffing was 652 as compared to 737 in February 2012.

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**Question No: 468**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Recruitment Advertising**

**Senator Birmingham asked:**

1. How will the department/agency manage moving recruitment advertising online? Will all future recruitment advertisement be online only? If not, please explain why. What are the estimated savings for each year over the forward estimates?
2. How much was spent on recruitment advertising in 2011-12? How much of this was spent online and how much of this was spent on print advertising?
3. Please list where recruitment advertising was listed online and in print media.
4. How much has been spent on recruitment advertising this financial year to date? How much of this was spent online and how much of this was spent on print advertising?
5. Please list where recruitment advertising was placed online and in print media.

**Answer:**

1. In 2011-12, the Department's recruitment advertising was broadly evenly split between press and online. Since 1 July 2012, the Department has advertised all APS and executive level positions online only. With a move to online recruitment advertising only from 1 July 2012, the Department anticipates savings of around \$48,000 in advertising costs in 2012-13, offset partially by an increase in commissions and fees of \$5,000.
2. Recruitment advertising expenses were \$76,741.31 (GST exclusive) in 2011-12, of which \$23,022.39 (GST exclusive) was for online advertising, and \$53,718.92 (GST exclusive) for print advertising.
3. Recruitment advertising was listed in the following media: Seek, MyCareer, CareerOne, the Australian, the Australian Financial Review, the Canberra Times, the Sydney Morning Herald and Melbourne Age.
4. Online recruitment advertising expenses were \$4,103.80 (GST exclusive) this financial year to 30 September 2012.
5. See answer 3 above.

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**Question No: 469**

**Program No. Corporate & Business**

**Hansard Ref: In Writing**

**Topic: Printing Costs**

**Senator Birmingham asked:**

1. How much was spent on printing 2011-12? Of this amount, how much was for printing documents?
2. How many documents (please include the amount of copies) were printed in 2011-12? How many of these printed documents were also published online?
3. Of the documents that were printed in 2011-12, where were they delivered and what was the cost?
4. How much has been spent on printing this financial year to date? Of this amount, how much was for printing documents?
5. How many documents (include the amount of copies) have been printed this financial year to date? How many of these printed documents were also published online?

**Answer:**

The details sought about the printing of documents are not captured within a central database. As such, the Department is not in a position to provide the information requested. For the 2011-12 year, the Department's printing and photocopying expenses were \$390,104.90.



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**Question No: 470**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Graduate Recruitment**

**Senator Birmingham asked:**

1. How much has been spent on 2013 Graduate Recruitment? Please itemise and detail costs.
2. Has any travel been incurred for 2013 Graduate Recruitment? Please itemise and detail costs.

**Answer:**

1. As at 30 September 2012, \$54,774.06 (GST exclusive) has been expensed on 2013 Graduate Recruitment. This includes printed promotional material, participation in career fairs and the recruitment process including shortlisting, online testing and assessment centres.
2. In addition to the above costs a further \$20,495.38 (GST exclusive) was expensed for travel associated with the promotional campaign and candidate and assessor travel to the assessment centres.

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**Question No: 471**

**Program No. Corporate and Business**

**Hansard Ref: In writing**

**Topic: Graduate Training**

**Senator Birmingham asked:**

How much is estimated to be spent on 2013 Graduate Training? Please provide details of what training is to be provided, why and the estimated cost for each.

**Answer:**

The Department has offered employment to ten University Graduates in 2013.

Graduates participate in in-house training offered to all staff and complete a Diploma in Government, which is estimated to cost \$28,000 (GST exclusive). They will also participate in the Graduate Event Series run by the Australian Public Service Commission at a total cost of \$3,990 (GST exclusive) and the Senate Seminar program at a total cost of \$6,000 (GST exclusive).

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**Question No: 472**

**Program No: Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Government Advertising**

**Senator Birmingham asked**

1. What was the total cost of all advertising for the financial year to date?
2. Is the advertising campaign or non-campaign advertising? Provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
3. Has the Department of Finance and Deregulation provided any advice about the advertising? Please provide details of each advertising item.
4. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Please provide details of each advertising item.
5. Did the advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Please provide the details for each advertising item.
6. Please provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services.
7. What advertising – Campaign and Non-Campaign – and other communications programs is the department/agency undertaking and/or planning to undertake?

**Answer:**

1. Total advertising expenses this financial year to 30 September 2012 were \$508,128.17 (excl GST).
2. **Campaign:** To 30 September 2012, only the digital switchover campaign was in the market.

The purpose of the digital switchover communication campaign is to inform Australians of switchover, when their region is switching, how to make the switch and where they can go for further information. Administered item campaign advertising expenses for 2012-13 (to 30 September) were \$497,926.27 (excl GST).

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**Non-campaign advertising:** Non-campaign advertising includes graduate recruitment; general recruitment; various discussion papers calling for submissions; and other minor non-campaign advertising activities. Non-campaign advertising expenses for 2012-13 (to 30 September), were \$10,201.90 (excl GST).

3. The Department of Finance and Deregulation (Communication Advisory Branch) provided advice with respect to the Digital Switchover information campaign.
4. The Digital Switchover information campaign has been reviewed by PRG (Peer Review Group) and were/are being reviewed by the Independent Communications Committee (ICC) at each iteration of campaign activity.
5. The Digital Switchover and National Broadband Network campaigns both complied with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*. The Retune campaign is still in development.
6. Refer to (2) above.
7. The Department will continue to focus on promoting digital switchover, retune and the benefits of the NBN.

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**Question No: 473**

**Program No: Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Government Advertising**

**Senator Birmingham asked**

1. What was the total cost of all advertising for 2011-12?
2. Is the advertising campaign or non-campaign advertising? Please provide details of each advertising, including the program the advertising was for, the total spend and the business that provided the advertising services.
3. Has the Department of Finance and Deregulation provided any advice about the advertising? Please provide details of each advertising item.
4. Has the Peer Review Group (PRG) and/or Independent Communications Committee (ICC) provided any advice about the advertising? Please provide details of each advertising item.
5. Did the advertising comply with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies? Please provide the details for each advertising item.
6. Please provide details for any other communications program, including details of the program, the total spend and the business that provided the communication services, that was undertaken in 2011-12.

**Answer:**

1. Total advertising expenses in the 2011-12 financial year were \$34.7m (excl GST).
2. **Campaign:** Advertising campaigns related to the digital switchover program and to the National Broadband Network for regional Australia were run in the 2011-12 financial year.

The purpose of the digital switchover communication campaign is to inform Australians of switchover, when their region is switching, how to make the switch and where they can go for further information. Administered item campaign advertising expenses for the 2011-12 financial year were \$14.2m (excl GST).

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A National Broadband Network advertising campaign for regional Australia was launched in financial year 2011-12. The advertising agency, George Patterson Y&R, developed creative materials (press, radio and television ads) for the campaign, which were placed by Universal McCann. Administered item campaign advertising expenses for the 2011-12 financial year were \$18.8m (excl GST).

An additional campaign to inform Australians of the need to retune their televisions, set-top boxes or digital recorders was also being developed. Administered item campaign advertising expenses for the 2011-12 financial year were \$1.1m (excl GST).

**Non-campaign advertising:** Non-campaign advertising includes graduate recruitment; general recruitment; various discussion papers calling for submissions and other minor non-campaign advertising activities. Non-campaign advertising expenses for the 2011-12 financial year were \$0.5m (excl GST).

3. The Department of Finance and Deregulation (Communication Advisory Branch) provided advice with respect to the Digital Switchover information campaign, the National Broadband Network campaign and the Retune campaign.
4. The Digital Switchover, National Broadband Network and Retune campaigns have been reviewed by PRG (Peer Review Group) and were reviewed by the Independent Communications Committee (ICC) at each iteration of campaign activity.
5. The Digital Switchover and National Broadband Network campaigns both complied with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies*. The Retune campaign is still in development.
6. Refer to (2) above.

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**Question No: 474**

**Program No. Corporate & Business**

**Hansard Ref: In Writing**

**Topic: Hospitality and Entertainment**

**Senator Birmingham asked:**

- 1 What is the department/agency's hospitality spend for this financial year to date? Please detail date, location, purpose and cost of all events. What is the department/agency's entertainment spend for this financial year to date? Please detail date, location, purpose and cost of all events.
- 2 What hospitality spend is the department/agency planning on spending? Please detail date, location, purpose and cost of all events.
- 3 What entertainment spend is the department/agency planning on spending? Please detail date, location, purpose and cost of all events.
- 4 Is the department/agency planning on reducing any of its spending on these items? If so, how will reductions be achieved and what are the estimated savings over each year of the forward estimates

**Answer:**

- 1 Details of the Department's hospitality expenditure from 1 July 2012 to 30 September 2012 is provided in the table below. The Department's financial management system does not allow for a distinction between spending on 'hospitality' and 'entertainment'. Any entertainment spending will be included within the total hospitality spend.

<b>Date</b>	<b>Location</b>	<b>Purpose</b>	<b>Total (GST Exc)</b>
27/9/12	Canberra	Gift for Diplomatic Delegation	\$ 63.59
29/8/12	Canberra	Dinner for Digital Enterprise and Digital Hubs service providers with 77 attendees which comprised of 2 presenters and 69 Digital Economy participants of the Digital Enterprise and Digital Hubs Programs and 6 DBCDE staff.	\$3,782.27

- 2 The Department does not currently have any hospitality planned that has been agreed and announced by government.
- 3 The Department does not currently have any entertainment planned that has been agreed and announced by government.
- 4 The Department has no specific plans to reduce its spending on these items.

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**Question No: 475**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Hospitality and Entertainment**

**Senator Birmingham asked:**

- 1 What is the department/agency's hospitality spend for 2011-12? Please detail date, location, purpose and cost of all events.
- 2 What is the departments/agency's entertainment spend for 2011-12? Please detail date, location, purpose and cost of all events.

**Answer:**

- 1 Further to February 2012 Senate Estimates Question on Notice. 236 and May 2012 Senate Estimates Question on Notice. 181, there was no further hospitality expenditure for 1 June to 30 June 2012.
- 2 The Department's financial management system does not allow for a distinction between spending on 'hospitality' and spending on 'entertainment'. Please refer to the response above for the total hospitality spend for 2011-12.



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**Question No: 476**

**Program No. Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Freedom of Information**

**Senator Birmingham asked:**

1. Has the department/agency received any updated advice on how to respond to FOI requests?
2. What is the total cost to the department/agency to process FOI requests for 2011-12?
3. How many FOI requests did the department/agency receive in 2011-12?
4. How many requests were denied and how many were granted?
5. Did the department/agency fail to meet the processing times outlined in the FOI Act for any requests? If so, how many? Do any of these requests remain outstanding?
6. What is the total cost to the department/agency to process FOI requests for this financial year to date?
7. How many FOI requests has the department/agency received for this financial year to date? How many requests have been denied and how many have been granted? Has the department/agency failed to meet the processing times outlined in the FOI Act for any requests? If so, how many and why? Do any of these requests remain outstanding? If so, how many and why?

**Answer:**

1. The Department follows the Guidelines and advice issued by the Office of the Australian Information Commissioner (OAIC) when processing Freedom of Information (FOI) requests. The Department also notes guidance issued by the Department of the Prime Minister and Cabinet to all departments on 28 July 2011.
2. FOI statistics for the 2011-2012 financial year are reported to the Office of the Australian Information Commissioner (OAIC) and are available on the OAIC website at [http://www.oaic.gov.au/publications/reports/foi\\_agency\\_statistics\\_11-12/2011-12\\_foi\\_statistics.pdf](http://www.oaic.gov.au/publications/reports/foi_agency_statistics_11-12/2011-12_foi_statistics.pdf)
3. As for question 2.
4. As for question 2.
5. As for question 2.

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6. As management of the FOI function is part of the Department's day-to-day business, costs are not identified separately. All agencies are required to supply the OAIC with particular information about resources allocated to FOI as part of their annual statistical reporting requirements. From the information supplied, the OAIC calculates and reports full year costs for each agency. Information for the 2012-13 financial year will be reported by the OAIC. External legal costs associated with FOI processing are reported on AusTender.
  
7. For this financial year to end October 2012, the Department has received fourteen (14) FOI requests. Of the fourteen requests received, five are ongoing, access was granted in full on one request; access in part on four requests, one request was transferred to another agency and three requests were withdrawn by applicants. The Department has not exceeded the processing times outlined in the FOI Act on any of these requests.

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**Question No: 477**

**Program No: Corporate and Business**

**Hansard Ref: In Writing**

**Topic: Consultancies**

**Senator Birmingham asked:**

1. How many consultancies have been undertaken this financial year to date? Please identify the name of the consultant, the subject matter of the consultancy, the duration and cost of the arrangement, and the method of procurement (i.e. open tender, direct source, etc). Please also include total value for all consultancies.
2. How many consultancies are planned for this calendar year? Have these been published in your Annual Procurement Plan (APP) on the AusTender website and, if not, why not? In each case please identify the subject matter, duration, cost and method of procurement, as above, and the name of the consultant if known.
3. How many consultancies were undertaken in 2011-12? Please identify the name of the consultant, the subject matter of the consultancy, the duration and cost of the arrangement, and the method of procurement (i.e. open tender, direct source, etc). Please also include total value for all consultancies.

**Answer:**

1. Details of the Department's consultancies valued in excess of \$10 000 are available on the AusTender website ([www.tenders.gov.au](http://www.tenders.gov.au)).

While AusTender contains details of contracts valued at \$10 000 or more, it is considered to be an unreasonable diversion of resources for the Department to provide details of consultancies valued at less than \$10 000.

2. Please see response for question 1. In accordance with the Commonwealth Procurement Rules, the Department's Annual Procurement Plan is published on the AusTender website and consists of a short strategic procurement outlook supported by details of planned strategic and major procurements.
3. Details of the Department's consultancies valued in excess of \$10 000 are available on the AusTender website ([www.tenders.gov.au](http://www.tenders.gov.au)).

**Senate Standing Committee on Environment and Communications**  
**Answers to Senate Estimates Questions on Notice**  
**Supplementary Budget Estimates Hearings October 2012**  
**Broadband, Communications and the Digital Economy Portfolio**  
**Department of Broadband, Communications and the Digital Economy**

**Question No: 480**

**Program No: Corporate and Business**  
**Hansard Ref: In Writing**

**Topic: Social Media**

**Senator Birmingham asked:**

1. Have there been any changes since May 2012 Budget Estimates to department/agency social media or protocols about staff access and usage of YouTube, online social media such as Facebook, MySpace and Twitter and access to online discussion forums and blogs? If yes, please explain and provide copies of any advice that has been issued.
2. Does the department/agency monitor usage of social media?
  - a. If yes, provide details of the usage (for example, details could include average hours per employee, hours when usage peaks)
  - b. If no, will the department/agency monitor usage in the future?
3. Does social media impact on employee productivity? Please provide details (details could include increased internet usage in general or increased internet usage in standard business hours)

**Answer:**

1. The Department's Social Media Guidelines were revised in June 2012.
2. The Department does not monitor staff usage of social media. The Department does, however, monitor the public's use of the Department's social media presence to determine the effectiveness of this communication medium. This includes Facebook, YouTube and Twitter.
3. The Department is aware of reports that suggest that prohibiting access to social media in the workplace could have a negative impact on a business. A recent report by the recruitment company Hays suggests that almost 20 percent of people surveyed would reject a job offer if the workplace did not allow a reasonable level of access to social media. The same report finds that 44 percent of employers considered that providing access to social media would improve their retention levels.



**Australian Government**

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**Department of Broadband,  
Communications and the Digital Economy**

**Social media guidelines**

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## Social media

Social media—defined as media that allows the creation, exchange and distribution of user-generated online content<sup>1</sup>—offers a range of new opportunities for engaging in conversations with citizens, stakeholders and employees.

The department encourages and provides guidance for staff using social media. These guidelines are designed for your reference when considering using social media.

The guidelines recognise the use of social media as an individual or as a departmental official. It is important to remember that if you use social media in both ways, you should use different profiles to separate your official identity from your personal and private identity.

## APS Guidelines

Use of social media by Australian Government employees is governed by any policies and directions given by the department and by the [APS Values and Code of Conduct](#)<sup>2</sup>.

This includes:

- being apolitical, impartial and professional
- behaving with respect and courtesy, and without harassment
- dealing appropriately with information, recognising that some information needs to remain confidential
- being sensitive to the diversity of the Australian public
- treating colleagues with respect and courtesy
- taking reasonable steps to avoid conflicts of interest
- making proper use of Commonwealth resources
- upholding the APS Values and the integrity and good reputation of the APS.

For more information, view the Australian Public Service Commission's (APSC) social media guidance:

- [APSC Protocols for online media participation](#)<sup>3</sup>

## Official use of social media

You are encouraged to use social media as part of departmental business for internal and external collaboration and discussion on matters where the department has policy leadership. The circumstances in which this is done must be discussed and settled in your work area and with your branch manager's approval—generally this will mean there has been a branch-wide discussion and decision to use social media.

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<sup>1</sup> PM&C Social media, Web 2.0 and You April 2010

<sup>2</sup> [www.apsc.gov.au/aps-employment-policy-and-advice/aps-values-and-code-of-conduct](http://www.apsc.gov.au/aps-employment-policy-and-advice/aps-values-and-code-of-conduct)

<sup>3</sup> [www.apsc.gov.au/publications-and-media/current-circulars-and-advice/2012/circular-20121](http://www.apsc.gov.au/publications-and-media/current-circulars-and-advice/2012/circular-20121)



Before you post when engaging with external stakeholders in an official capacity, there are some important considerations.

Prior to publishing information or opinion relating to the department that has not been previously published, you'll need to consider with your manager (and branch manager if required) how to avoid:

- appearing to commit the department or the government to an action or initiative
- being interpreted as speaking on behalf of the government
- revealing information given to you or the government in confidence
- being interpreted as having a personal political view or political advocacy or
- bringing the Department or the APS into disrepute
- breaching the legal terms of the site's Terms of Use.

When you post content online, you should treat it as public information—even if you restrict it to a limited circle of friends, colleagues, groups, events and professional stakeholder accounts. One of the key features of social media is sharing, so you can expect your friends and colleagues to repost information you post online. This information might then be used by journalists, lobbyists and other interested parties.

If your social media project requires an individual to establish and maintain a social media presence in an official capacity—such as on Facebook, Twitter, LinkedIn or YouTube—then you must follow the steps and approval processes outlined in the social media guidelines. You must not use social media in an official capacity from your personal social media account on any social media platforms without undertaking the necessary approval processes. For example, a Facebook or Twitter account used by an individual working for the department for official purposes should only be used to publish content related to their professional role and responsibilities—and not the details of your personal life and opinions.

The information above will help ensure you are able to participate appropriately.

## **Personal use of social media**

The department allows access to social media sites in accordance with its ICT usage policies. The department supports reasonable personal use of the internet and social media websites. Personal use of the internet and social media while at work should not impact your work priorities and obligations to your team or branch.

If you identify yourself as an employee of the department on your personal social media account—such as Facebook, Twitter, LinkedIn or YouTube—you are to some extent, still a representative of the department, and everything you post has the potential to reflect on the department. If you include your association with the department, you take responsibility for representing the department in a professional manner. If you identify yourself as an employee of the department on personal social media sites, you must provide a disclaimer that makes it clear that the opinions expressed in your blogs or posts are your own and do

not represent the views of the department. This can be as simple as including the words ‘all thoughts and opinions are my own’ in the profile section of your account.

In both personal and official use of social media, you must abide by the [APS Code of Conduct](#)<sup>4</sup> and the [APSC Protocols for online media participation](#)<sup>5</sup>.

For further information and guidance, talk to the Campaign and Strategies team.

## Safe social networking

While social media sites make it very easy to share information with others, it means you also need to be more aware than usual in your use of these sites. Remember to think before you click, post or tweet. Generally, on the internet there is no ‘undo’. Some things are confidential information or internal departmental information that should not be published online, no matter how conversational you are feeling. Before you post information, you must determine that it is not confidential—not knowing something is confidential is no excuse. Examples include work email addresses, contact lists or work duties. Please also think carefully before posting any photographs or videos online of your Departmental colleagues, particularly if it may embarrass them. Remember the APS Values and Code of Conduct also applies to personal use of social media.

It is always a good idea to check your account and privacy settings so you know who can access postings. It’s recommended you visit the department’s [Stay Smart Online website](#)<sup>6</sup> to check out security best practice and adjust your security settings accordingly. You also need to consider whether visitors to your site will have particular privacy requirements.

## Why web 2.0?

The use of web 2.0 tools by public servants provides an opportunity to increase transparency and engage in conversations with a greater number of citizens than ever before. The Australian Government’s [Declaration of Open Government](#)<sup>7</sup> and [Government Response to the Report of the Government 2.0 Taskforce](#)<sup>8</sup> encourages public servants to engage online and recognises the opportunities web 2.0 tools present, including:

- using technology to increase citizen engagement and collaboration in making policy and providing service will help achieve a more consultative, participatory and transparent government
- maximising the availability of non-classified public sector information in the public domain which contributes to Australia’s economic and social development, and the maintaining of a healthy democracy

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<sup>4</sup> [www.apsc.gov.au/aps-employment-policy-and-advice/aps-values-and-code-of-conduct](http://www.apsc.gov.au/aps-employment-policy-and-advice/aps-values-and-code-of-conduct)

<sup>5</sup> [www.apsc.gov.au/publications-and-media/current-circulars-and-advice/2012/circular-20121](http://www.apsc.gov.au/publications-and-media/current-circulars-and-advice/2012/circular-20121)

<sup>6</sup> [www.staysmartonline.gov.au/home\\_internet\\_users/protect\\_yourself2/safe\\_social\\_networking](http://www.staysmartonline.gov.au/home_internet_users/protect_yourself2/safe_social_networking)

<sup>7</sup> [www.finance.gov.au/e-government/strategy-and-governance/gov2/declaration-of-open-government.html](http://www.finance.gov.au/e-government/strategy-and-governance/gov2/declaration-of-open-government.html)

<sup>8</sup> [www.finance.gov.au/publications/govresponse20report/index.html](http://www.finance.gov.au/publications/govresponse20report/index.html)

- enabling public servants to engage in professional, robust discussions, as part of their duties or as private citizens, which benefits their agencies, professional development, and the Australian public.

See the department's [Information Publication Scheme](#)<sup>9</sup> for our policies on how public sector information will be made publicly available.

## Planning for web 2.0

When you start planning your web 2.0 project you should clearly define what you are trying to achieve. Goals should be clear, measurable, and aligned with the team's business objectives. Setting goals in this way will define the purpose of your work and help you to evaluate its success. In many cases, using these tools will also require an on-going, daily commitment to monitoring and responding to people who interact with your site. Consider whether you will need to provide regular updates, for example, weekly, daily or several times a day to continue interest in your project and plan out what you are going to do, just like you would plan any information/communication campaign.

Web 2.0 tools are usually used in the context of a broader communication strategy that aligns with your team's policy or program objectives. Talk to the Campaign and Strategies team about the best way to integrate web 2.0 tools within your existing communication activities.

## Choosing the right tools

Choosing the right web 2.0 tools will help you successfully deliver your content to the right people, in the right place, at the right time. It's important to remember that social media isn't all about the tools—it's about creating, joining and nurturing online conversations through the use of web 2.0 tools. For this reason, consider the following:

- Audience—Understanding who your audience is and where they are—both online and off—is critical to social media success; it enables you to provide useful and usable content, as well as enabling two-way communication
- Web 2.0 tools—Social media channels and web 2.0 tools offer varying levels of user experiences, targeting opportunities, functionalities and reach; it's important to choose the right tool for your project.

A list of common web 2.0 tools and their uses is available at Attachment D. Talk to the Campaign and Strategies team for more help about choosing the right tool.

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<sup>9</sup> [www.dbcde.gov.au/about\\_us/information\\_publication\\_scheme\\_ips](http://www.dbcde.gov.au/about_us/information_publication_scheme_ips)

## Guidelines for use of major social media platforms

### Facebook

Facebook is a social networking application the department uses to engage with the public on its policies, programs and initiatives. More information on the functionalities of social networking applications, such as Facebook, is available at Attachment D.

The department has established:

- an NBN Campaign Facebook page
- a Cybersafety Facebook page
- a Stay Smart Online Facebook page.

Contact the Campaign and Strategies team before requesting a Facebook page for a new or existing program. They will help you determine if Facebook is appropriate for your communication needs and target audience.

Before creating a Facebook page you need to consider all the elements involved in establishing a departmental social media tool or presence. These are outlined in the department's social media guidelines and social media project checklist at Attachment C.

Creating a Facebook page that works well takes planning, time and resources. You shouldn't expect to create a page and to gather a huge following instantaneously. If you build good content, make it shareable, and let people know about it, then your Facebook presence and following will develop over time.

### *Legal considerations*

Before setting up a departmental Facebook page, there are several legal considerations that must be addressed. Establishing a Facebook page requires the department to enter into an agreement that involves assuming an uncapped indemnity.

When setting up a departmental Facebook page, you are entering into an arrangement or agreement with that company. For example, if you establish a page to promote a departmental program, you have to agree to Facebook Pages Terms. Facebook's Terms involve an uncapped indemnity at Clause 15.2, which means that although signing up to Facebook is 'free'; it involves the department assuming an uncapped indemnity, which requires FMA Regulation 9 and Regulation 10A approval. For this reason, you must consult with the Legal Services Group for advice on navigating the legal considerations involved when establishing a departmental Facebook page.

For more general information about legal considerations and web 2.0 tools, please see the terms of use of external web 2.0 tools section of these guidelines.

## Twitter

Twitter is a microblogging service the department uses to share short updates on departmental news, activities, events and information. It is also used to foreshadow upcoming content on any of the department's websites. The department uses Twitter as it is the most popular, active and far-reaching microblogging service with the largest overall audience share.

The department has one Twitter account—[@DBCDEgov](#)<sup>10</sup>—that is responsible for publishing all departmental related content. This streamlined departmental Twitter feed aggregates all departmental content into the one established feed to make it easier for the public to stay up-to-date with information related to the department and its activities.

The department's Twitter account is jointly managed by different areas of the department who are responsible for publishing, monitoring and evaluating content on @DBCDEgov. Anyone within the department can submit content for publishing to the department's Twitter account.

More detailed information on Twitter, its uses and how to submit content for publishing is available from the [Twitter guidelines](#)<sup>11</sup>.

Talk to the Campaign and Strategies team for further guidance on using Twitter for your social media project.

## LinkedIn

LinkedIn is a social networking platform targeted at professionals. You can add people to contact lists, communicate with them through messages or online discussion forums, share knowledge through online conversations, create your own personal profile containing your professional experience, skills and interests and join groups of other professionals with similar vocational interests.

LinkedIn primarily focuses on profiles of individuals and the networks they create, rather than business, organisation or government department presences or profiles. The department does have its own [LinkedIn company profile page](#)<sup>12</sup>. This contains general information about the department and allows people with individual LinkedIn accounts to identify themselves as working or having worked at the department.

LinkedIn's emphasis on individuals and professional networking means it has a demographic different to other social networking platforms, and it's important to consider this when thinking about using LinkedIn as part of your social media efforts.

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<sup>10</sup> <http://twitter.com/#!/DBCDEgov>

<sup>11</sup> <http://owlnet.dept.gov.au/guidelines-and-forms/guidelines2>

<sup>12</sup> [www.linkedin.com/company/department-of-broadband-communications-and-the-digital-economy](http://www.linkedin.com/company/department-of-broadband-communications-and-the-digital-economy)

## *Personal use*

Due to the nature of LinkedIn, all activity you undertake is in your own name. This means you must take greater responsibility to manage your profile in a professional way. The content you publish should use a professional tone and correct grammar, be appropriate for the audience and not disclose confidential departmental information. At all times you should communicate in the same way you would with someone during a meeting, phone call, or email whilst at work. If you have the department listed as your current employer, you are still representing the department and must abide by the departmental social media guidelines, the [APS Code of Conduct](#)<sup>13</sup> and the [APSC Protocols for online media participation](#)<sup>14</sup>.

## *Official use*

You should not use LinkedIn in an official capacity without first following the steps and approval processes outlined in the social media guidelines and checklist. It is essential that interactions in an official capacity are transparent and make clear you are representing the department in an official capacity as a representative of the Australian Government.

For further advice on using LinkedIn for your social media project, please contact the Campaign and Strategies team.

## **YouTube**

The department dually hosts video content on its own websites and branded [YouTube channel](#)<sup>15</sup>. The YouTube channel publishes all video content related to the department's policies, programs and initiatives. YouTube is the world's most used video sharing platform. It allows people to view, upload, rate and comment on videos. It also allows users to subscribe to video channels, share and embed videos on other websites and list related videos. The department currently does not enable commenting on its YouTube videos due to the heavy resourcing load involved with monitoring and moderating comments. Allowing comments on a departmental YouTube channel will be assessed on a case-by-case basis.

Before deciding to use YouTube and online video in your social media project, consider:

- How it integrates with your broader communication strategy?
- What are the goals you hope to achieve?
- What is the story you intend to communicate through video? Is video the best medium to do this?
- Is YouTube an appropriate channel to deliver your content?
- What will you do if your video or YouTube channel receives limited attention or criticism?

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<sup>13</sup> [www.apsc.gov.au/aps-employment-policy-and-advice/aps-values-and-code-of-conduct](http://www.apsc.gov.au/aps-employment-policy-and-advice/aps-values-and-code-of-conduct)

<sup>14</sup> [www.apsc.gov.au/publications-and-media/current-circulars-and-advice/2012/circular-20121](http://www.apsc.gov.au/publications-and-media/current-circulars-and-advice/2012/circular-20121)

<sup>15</sup> [www.youtube.com/user/AusGovDBCDE](http://www.youtube.com/user/AusGovDBCDE)

## *Developing video for social media*

Simply publishing videos to YouTube may not get the level of engagement and viewership you expect. Online video must be developed with the web user in mind. This will help you leverage YouTube's functionalities and produce online videos that are high-quality, engaging and usable.

Video content published on the department's YouTube channel must adhere to content and accessibility requirements and standards. These include things such as the nature of the content, length and quality, optimization for delivery on mobile and handheld devices and accessibility requirements such as captioning and transcripts. The department has a video production facility and staff with technical expertise that can help with the development of video content that meets these standards. However, depending on the scope of your work, in some instances external providers may be required to develop your video content.

## *Publishing video on departmental websites*

All video content published on departmental websites should use the department's video-hosting provider Viocorp to do so. Using Viocorp allows the department to use a video-hosting service that is free from third-party branding and gives the department greater discretion over the terms and conditions of the video content. Talk to the Campaign and Strategies team for further guidance on using YouTube, Viocorp and online video for your social media project.

## **Practical considerations**

### **Roles and responsibilities**

Before you start developing your web 2.0 project, contact the Campaign and Strategies team to discuss roles and responsibilities; this will ensure you have a clear vision of how, when, and by whom the work will be completed. A workflow is designed with the following three focus areas in mind:

- Process—from start to finish, how does your project progress through the department and onto the web?
- Tasks—what is required to make the content useful, usable, and accessible to your audience?
- People—who is responsible for ensuring the work is accurate, targeted, timely, on brand, within budget, and contextual?

Establishing a workflow allows the people involved to understand individual roles and responsibilities as well as gain a holistic view of the project.

## Resources

Using web 2.0 tools requires careful consideration and discussion of the required resources which vary depending on the scope of the project and the type of web 2.0 tools used. Consider the following:

- Who should/will do what task?
- Do staff have the skills to perform identified tasks?
- What materials or services are needed?
- What is the cost?

Web 2.0 tools require an ongoing commitment to fostering online conversations and establish relationships. In a social media environment this participation often requires timely and informed responses.

Talk to the Campaign and Strategies team about your resourcing during your initial workflow discussions.

## Web 2.0 register

The web 2.0 register contains information about the department's social media activities. All social media projects and activities should be included in the web 2.0 register by emailing project details to [socialmedia@dbcde.gov.au](mailto:socialmedia@dbcde.gov.au)

More information on how to include your social media project in the web 2.0 register is available through the link below.

- [Web 2.0 register](#)<sup>16</sup>

## Recordkeeping

If records of value are made using social media, then these must be captured and maintained in line with the *Archives Act 1983* and the department's record management procedures.

Generally, records created when using social media are treated the same as records created using other business processes. These records would be subject to the *Freedom of Information Act 1982*.

When planning your social media project, you should determine:

- What constitutes a record?
- How will you capture records?
- Do you require specific tools to capture records in your social media project?

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<sup>16</sup> <http://owlnet.dept.gov.au/guidelines-and-forms/forms2/documents/media-and-communications/web-2.0-register>



Information on the department's record management procedures and social media and recordkeeping are available from the following links:

- [Department's records management information on Owlnet](#)<sup>17</sup>
- [Gov 2.0 Taskforce Report on the Preservation of Web 2.0 Content](#)<sup>18</sup>

You can also talk to the Campaign and Strategies team for more guidance.

## Developing content

### Content plan

Creating a content plan is central to successfully running a web 2.0 project. This means creating a schedule of planned posts throughout the duration of your project that have branch head approval. This can be as simple as creating a spreadsheet with columns for content posting date, day, type of content, actioning officer and the actual content posts themselves. Remember, it's OK to change your content depending on current news, events or feedback from your users.

Some suggestions for types of content include:

- news
- questions and answers
- announcements
- consultations
- events
- informational posts
- new services, programs, policies or initiatives
- stakeholder engagement related information.

You must also ensure that your content is accessible and conforms to the [Web Content Accessibility Guidelines 2.0](#)<sup>19</sup> (WCAG 2.0).

Talk to the Campaign and Strategies team for further guidance on developing a content plan.

### Tone of content

Your tone should match your users' expectations, be appropriate for your message, and help foster engagement and interaction with your audience. Decide upfront if you are going to post and respond from the first person 'I' or from a personal, yet collective departmental perspective 'we'. Generally speaking, try to use a tone that is formal but still friendly and

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<sup>17</sup> <http://owlnet.dept.gov.au/internal-support-services/administrative-support/records-management2>

<sup>18</sup> <http://gov2.net.au/projects/project-9>

<sup>19</sup> <http://webguide.gov.au/accessibility-usability/accessibility>

approachable. More detailed information on writing for social media will be made available in the department's updated [Style Guide](#)<sup>20</sup>.

For further guidance on writing for Twitter, please see the [Twitter guidelines](#)<sup>21</sup>.

## Branding

Many third-party social media tools allow varying levels of branding and design customization to adjust the appearance of the site or tool. Where possible, you should apply the department's branding guidelines in your use of these tools. This includes correct use of the departmental crest and departmental colour scheme.

## Moderation policy and process

A moderation policy helps people understand what type of behaviour is acceptable when using your web 2.0 tools. It also helps the moderator understand how to govern the activity on your site. An open approach to moderation is encouraged, with as little vetting of comments as possible, and the removal of comments only in the case where they breach the terms of use.

You can moderate content before or after it is published—this is also called pre- and post-moderation. If you decide to moderate comments before they are published you maintain greater control over the content that appears online. This approach often requires more resources and reduces your ability to engage in real-time. Post-moderation allows greater real-time interaction but increases the risk of inappropriate content being published. A standard post-moderation policy is at Attachment A.

It is important to develop a moderation policy and process that suits your project and to make sure the policy is available to all potential users. This will require thought and discussion on the benefits and risks of each approach. Your moderation policy should be cleared by the Legal Services Group to ensure it complies with law. For assistance, talk to the Campaign and Strategies team.

## Responding to comments

It is important you develop clear protocols for responding to comments made on social media platforms. This will help you and your team know how to respond and when it is necessary to do so.

Sometimes your responses might require further input from other areas of the department. Remember that social media is a real-time medium and as such users often expect quick responses. With this in mind, establish processes that set standards for timely, accurate and coordinated responses.

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<sup>20</sup> [http://owlnet.dept.gov.au/wiki/index.php/Style\\_Guide](http://owlnet.dept.gov.au/wiki/index.php/Style_Guide)

<sup>21</sup> <http://owlnet.dept.gov.au/guidelines-and-forms/guidelines2>

## Terms of use

### *The department's terms of use*

If you are establishing your own web 2.0 tool you will need to develop terms of use which contain information about privacy, copyright, disclaimer and acceptable use of the tool. A standard Terms of Use document is included at Attachment B. You can use it in its current form or modify it depending on your needs. Always check with the Legal Services Group to ensure that your Terms of Use are suitable.

### *Terms of use of external web 2.0 tools*

If you plan to use external web 2.0 tools, for example Facebook, which have their own Terms of Use or 'terms and conditions', you must check the implications of these terms for your project and for the department. Using some third-party tools require the department to enter into an agreement that involves assuming an uncapped indemnity. This type of agreement is covered by the Financial Management and Accountability Regulations and requires relevant approvals and risk assessments. Before agreeing to any terms of use, there are a number of steps that need to be taken.

The Legal Services Group and the CFO Group can help you navigate the necessary steps involved to ensure you do not breach relevant legislation or expose the department or yourself to undue risk. Some terms of use might also need to be reviewed to ensure their use of personal information is consistent with the Commonwealth's privacy regime. The Legal Services Group and the department's Privacy Contact Officer can help you with this issue.

## Risk management

Assessing the risks involved with your web 2.0 project is an important part of the planning process.

You should complete a risk assessment where you ask yourself some very practical 'what ifs' about what could go wrong with your proposed use of web 2.0 tools, including your procedure for mitigating such risks. Once completed this should be approved by your Assistant Secretary.

A template to help document a risk assessment, including guidance on how to complete the template is available from the following link:

- [Risk register template and guidance](#)<sup>22</sup>

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<sup>22</sup> <http://owl.net.dept.gov.au/internal-support-services/risk/risk-management>

## Social media monitoring

Listening to conversations online is something you should do on a regular basis. Whether or not you are participating in online conversations and interactions, you should always monitor for mentions of your program, policy, initiative or related industry—this information should inform your online engagement. Consistently review and monitor mentions related to your program, policy or initiative and listen to the sentiment. Is it negative? Is it positive? Are you able to turn that sentiment around? By listening and monitoring online conversations you are better able to respond and nurture the opinions of your audience. There are several social media monitoring tools that are used to help track online conversations and mentions. Talk to the Campaign and Strategies team for more information about choosing the right monitoring tool.

## Advertising

Third-party social networking sites can carry advertising. You do not have control over what advertising appears on these sites—however some social networks do allow you to block advertising content for a fee. It's important to monitor the advertising that appears on your social networking site to ensure it's appropriate for your audience.

## Exit strategy

Creating an exit strategy means thinking about what you will need to do at the end of your project's lifecycle, considerations include:

- How long with the project run for?
- How long will it need to be active and live?
- What will happen when it is no longer active and live?

An exit strategy will avoid leaving an unmaintained page or tool with static and dated content that looks unprofessional and is of little use. Will you redirect users to another tool, page or information? Will you let them know what the next stages of your project are and how their comments will be used as part of this process? These are just some of the things to consider when thinking about your exit strategy. Talk to the Campaign and Strategies team for help with developing an exit strategy.

## Measurement, evaluation and review

Measuring, evaluating and reviewing your web 2.0 project will identify if you have successfully achieved your goals. Delivering both qualitative and quantitative results is a good way of evaluating the success of your web 2.0 project. Measurements or metrics that are commonly used to evaluate web 2.0 projects include:

- reach
- frequency and traffic
- influence

- conversions and transactions
- engagement
- interaction.

These metrics are measured using a variety of web and social media analytics, methods, and tools. What you measure and how you measure will depend on the goals you set. Talk to the Campaign and Strategies team to further discuss measuring and evaluating your web 2.0 project.

### **Further information**

Please contact the Campaign and Strategies team at [socialmedia@dbcde.gov.au](mailto:socialmedia@dbcde.gov.au) for more information and guidance on web 2.0 and social media.

# ATTACHMENT A

## Example moderation policy and process

The moderation process helps us to make sure that spam or comments that breach the Terms of Use are not published. Our aim is to publish most comments immediately. To help us do this, please make sure your comments:

- are relevant and on topic
- are reasonable and not inflammatory or obscene
- are civil and respectful of others and their opinions
- do not impersonate anyone and do not post someone's personal information without their permission
- are in line with relevant laws
- do not contain code or an excessive number of links to external sites.

Please read the Terms of Use before making a comment.

This site uses a post-moderation process; your comment is published after going through some automated system checks and will appear on the site almost immediately. If we receive an overwhelming number of comments that are spam or that breach the Terms of Use, we may change to a pre-moderated system. This will mean that comments may take longer to appear on the site.

When you submit a comment, you are asked to include a username and an email address. You don't have to include your actual details; you may post under a pseudonym.

Offensive language is automatically checked by the system and comments with more than two links in them will be automatically held for moderation (links being a major part of most comment spam).

Comments being held in the system are manually checked by a moderator to determine if the comment should be published, edited, or deleted. The same manual process is applied to a published comment found to have breached the Terms of Use. If a comment is edited, we will include a reference so you can tell.

# ATTACHMENT B

## Example terms of use

These comment pages are managed by the Department of Broadband, Communications and the Digital Economy. By making a comment here, you indicate that you accept these Terms of Use. Please read them carefully.

## Lawful purposes

You agree to comment on these comment pages only for lawful purposes, and in a manner that does not infringe the rights of or restrict or inhibit the use and enjoyment of the comment pages by any third party. This includes conduct which is unlawful or which may harass or cause distress or inconvenience to any person, the transmission of obscene or offensive content or disruption to the comment pages. You must not use these comment pages to post or transmit any unlawful, defamatory, obscene, offensive or scandalous material, or any material that constitutes or encourages conduct that would contravene any law.

## Content and comments

You are responsible for the comments you make on the comment pages. If you wish to comment on any content within this website, you must do so in accordance with our Moderation Policy. Publication of your comments does not indicate an endorsement of their contents by the Department.

## Privacy

These comment pages allow anonymous and pseudonymous participation. To comment you must provide a username and email address. The username will be displayed with your comments. The email address will not be displayed, but we may use it to contact you if you make a comment that does not comply with the Terms of Use. We will only use and disclose your personal information to a person, body or other Agency:

- to provide you with a service that you have requested
- as authorised by law, for example, if a law enforcement authority or court order lawfully directs us to disclose the information of a user.

For more information, please see our Privacy Statement.

## Copyright

You agree that the comments you make on the comments pages are licensed under a Creative Commons Attribution – 3.0 licence. More information on this CC BY licence is set out at <http://creativecommons.org/licenses/by/3.0/au/>. For more information, contact:

Relevant contact officer

Department of Broadband, Communications and the Digital Economy

GPO Box 2154

CANBERRA ACT 2601

## General

These Terms of Use are governed by the laws of the Australian Capital Territory, Australia and you agree to submit to the exclusive jurisdiction of the courts of the Australian Capital Territory. If any of these Terms of Use are held to be invalid, unenforceable or illegal for any reason, the remaining Terms of Use will continue in full force. These Terms of Use do not negate any Terms or Conditions that apply to your use of any other government website. We may revise these Terms of Use from time to time. Please email [insert relevant email address here] if you have any questions, problems or feedback regarding these comment pages.



# ATTACHMENT C

## Social media project checklist

- Read the department's social media guidelines
- Contact Campaign and Strategies team to discuss your project
- Get initial line area approval at Branch Manager level
- Outline your goals
- Determine your audience
- Research and determine your social media tools
- Determine resourcing and workflow
- Complete the [social media proposal online form](#)<sup>23</sup>
- Develop:
  - content plan and exit strategy
  - moderation policy and process
  - guidelines for responding to comments
  - terms of use—containing privacy, copyright, disclaimer and acceptable use policy
  - social media monitoring plan
- Contact Legal Services Group to discuss all requirements and approvals
- Get Regulation 9 and Regulation 10A approval (if necessary)
- Conduct risk assessment and develop risk management strategy
- Get final approval on all content by Assistant Secretary and Media and Communications Branch
- Submit project details to include in the department's [web 2.0 register](#)<sup>24</sup>
- Launch your project

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<sup>23</sup> <http://owlnet.dept.gov.au/guidelines-and-forms/forms2/documents/media-and-communications/Social-media-proposal>

<sup>24</sup> <http://owlnet.dept.gov.au/guidelines-and-forms/forms2/documents/media-and-communications/web-2.0-register>

# ATTACHMENT D

## Web 2.0 tools

The following list of common web 2.0 tools and their uses provides information on each tool's functionalities and how they can be applied.

### Social networking sites

Social networking sites and applications allow members to connect with other users, brands and organisations and also share information such as status updates, photos, videos, and links. Many social networking sites also include other web 2.0 tools and functionalities such as social bookmarking, forums and discussion boards or video. Examples of social networking sites and applications include [Facebook](#)<sup>25</sup>, [Twitter](#)<sup>26</sup>, [YouTube](#)<sup>27</sup> and [LinkedIn](#)<sup>28</sup>.

### When to use

Government departments are increasingly using social networking to directly interact, engage and collaborate with the public on government programs, initiatives and policy issues. Social networking sites and applications are also used for:

- consultation and engagement on departmental policy and programs
- promoting departmental news and events
- increasing policy and program awareness
- gathering feedback on departmental policy or programs
- connecting, engaging and fostering relationships with online communities and audiences
- collaborating and sharing knowledge on important policy issues.

### Blog

A blog—or web log—is a website—or section of a website— that contains regular entries or posts that include commentary, thoughts, ideas and may also include photos, graphics, audio or video. Posts are often displayed in reverse chronological order. Most blogs provide news and content on a specific subject that is updated frequently. One of the most important features of a blog is the reader's ability to interact with the content through comments. Examples of blogging tools include Wordpress, Tumblr and Blogger. Examples of

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<sup>25</sup> [www.facebook.com/nbngovau](http://www.facebook.com/nbngovau)

<sup>26</sup> <http://twitter.com/#!/DBCDEgov>

<sup>27</sup> [www.youtube.com/user/AusGovDBCDE](http://www.youtube.com/user/AusGovDBCDE)

<sup>28</sup> [www.linkedin.com/company/department-of-broadband-communications-and-the-digital-economy](http://www.linkedin.com/company/department-of-broadband-communications-and-the-digital-economy)

departmental blogs include the [Stay Smart Online blog](#)<sup>29</sup> and the [digitalbusiness.gov.au blog](http://digitalbusiness.gov.au/blog)<sup>30</sup>.

### *When to use*

Blogs are typically used as a news source or opinion piece. Blogs can also be used to receive informal feedback or to gauge public opinion.

### **Microblog**

A microblog is a condensed version of a blog that uses a restricted number of characters. Microblogging allows users to create communities centred on specific topics and issues. Posts often contain shortened URLs. Examples include the department's [Twitter account](#)<sup>31</sup>, Yammer and Jaiku.

### *When to use*

Microblogs are used to publish and collect news, promote an event, policy, program or initiative, receive and respond to feedback.

### **Wiki**

A wiki is a browser-based web platform that lets volunteers contribute information based on their expertise and knowledge and allows them to add and edit content within articles on certain subjects. Key benefits of wikis are their ability to allow content to be collaboratively written. Examples include the department's [OwlNet Wiki](#)<sup>32</sup> and [Wikipedia](#)<sup>33</sup>.

### *When to use*

Wikis are used to allow people to add, edit and collaborate on content.

### **Forum/discussion board**

Forums and discussion boards are website applications that manage and provide a medium for ongoing online discussion on particular subjects. The users are a group of contributors or members, along with a moderator, who participate in the conversation. Forums can build strong community ties, loyalty and create a trusted online network to share knowledge. Typically forum and discussion board users are required to register to participate in the discussion. An example includes the [DBCDE Bulletin Boards](#)<sup>34</sup>.

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<sup>29</sup> <http://blog.staysmartonline.gov.au>

<sup>30</sup> [www.digitalbusiness.gov.au/home/news](http://www.digitalbusiness.gov.au/home/news)

<sup>31</sup> <http://twitter.com#!/DBCDEgov>

<sup>32</sup> [http://owlnet.dept.gov.au/wiki/index.php/Main\\_Page](http://owlnet.dept.gov.au/wiki/index.php/Main_Page)

<sup>33</sup> [http://en.wikipedia.org/wiki/Main\\_Page](http://en.wikipedia.org/wiki/Main_Page)

<sup>34</sup> <http://owlnet.dept.gov.au/forums/index.php>

### *When to use*

Forums and discussion boards are used to engage people in an interactive ongoing conversation on a particular subject. Can be used to gain advice, share knowledge, ask questions, share ideas or simply discuss a particular subject in more detail.

### **Podcasts**

Podcasts are audio files published online that can be listened to over the internet or downloaded to a media player. Examples include the [ABC](#)<sup>35</sup> and [Department of Defence](#)<sup>36</sup> podcasts.

### *When to use*

Podcasts are used to publish audio content such as speeches, seminars, interviews and advice on subjects which you are an expert.

### **Video**

Video is an effective communication channel because it is the next best thing to face-to-face communication. It is also becoming increasingly popular way for users to access information online (Australian internet users watched a total of 970 million online videos in July 2010). The department has its own video hosting service that allows video hosting on all departmental websites. Other third-party video hosting platforms include the department's [YouTube channel](#)<sup>37</sup> and [Google Video](#)<sup>38</sup>.

### *When to use*

Video is used to deliver timely, responsive and engaging content for online viewing or download. It can be used to publish announcements, webinars, video podcasts (vodcasts), news and events and online engagement.

### **RSS**

RSS stands for Really Simple Syndication. It is a family of standardised web feed formats used to update websites that change frequently, such as blogs, newsfeeds, audio and video content. RSS takes information from a website and produces a snippet or headline to view on another web page. Users can follow through to the main story on the originating website. They are also able to subscribe to customized feeds they are interested in. The

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<sup>35</sup> [www.abc.net.au/services/podcasting/](http://www.abc.net.au/services/podcasting/)

<sup>36</sup> [www.defence.gov.au/rss/podcasts/default.htm](http://www.defence.gov.au/rss/podcasts/default.htm)

<sup>37</sup> [www.youtube.com/user/AusGovDBCDE](http://www.youtube.com/user/AusGovDBCDE)

<sup>38</sup> [www.google.com/videohp](http://www.google.com/videohp)

department's website provides [RSS subscriptions](#)<sup>39</sup>. Example RSS tools include Atom, Google Feedburner and PingShot.

### *When to use*

RSS feeds are used to inform the public of updated information on the department's websites, providing a simple way to share information with a large audience. They are a simple way for users to track many sites. Rather than searching sites for recent information, RSS feeds notify users of new content as it is published.

### **Social bookmarking**

Social bookmarking allows users to store, organize and search for resources and content online. It uses external websites to store favourites or bookmarks to other websites. The content itself is not shared, but rather the bookmark.

### *When to use*

Social bookmarking is used by users to store sites and content to be retrieved at another time or another place. It lets users access their bookmarked content from several different computers and from different locations. It also helps users to share your content with others. Bookmarking can be integrated into a website by using a social bookmarking widget, which allows users to bookmark content through a range of services, such as Facebook, Twitter, Delicious or Reddit.

### **Tags**

Tags are metadata such as keywords or terms that are typically allocated to content to provide descriptive information. For example, a blog post about online business might be tagged as 'business', 'e-commerce', and 'logistics' amongst other possible tags. Tags can also be displayed on websites in the form of tag clouds, which are visual representations of keyword tags and metadata. An example tag cloud can be seen on the [digitalbusiness.gov.au](http://digitalbusiness.gov.au)<sup>40</sup> website.

### *When to use*

Tags are used to create a taxonomy for your online content. Tagging your content will give it semantic value that makes it easier for users to search and find. It also makes it easier for users to search similar content that share common tags.

### **Online surveys**

Online survey tools allow you to design, develop and create web-based surveys to reach and interact with a wider audience than traditional print-based surveys. They can also help you track and report

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<sup>39</sup> [www.dbcde.gov.au/resources/rss](http://www.dbcde.gov.au/resources/rss)

<sup>40</sup> [www.digitalbusiness.gov.au](http://www.digitalbusiness.gov.au)

on your marketing efforts by generating key metrics and reports. Examples of online survey tools include [SurveyMonkey](#)<sup>41</sup> and [Google Forms](#)<sup>42</sup>.

### *When to use*

Online surveys are used to communicate with your audience and get feedback and input on a range of issues and activities. They are also often integrated with email or e-newsletter campaigns and other online communication efforts. The department's Web Services section can develop in-house online surveys for your project. If you are thinking about using online surveys, in the first instance you should try to develop a non-proprietary survey in-house with the department's Web Services section that exists on one of the department's websites, rather than using an external third-party non-government branded tool on a separate website. Third-party options should only be considered after in-house development of the survey is deemed not possible.

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<sup>41</sup> [www.surveymonkey.com](http://www.surveymonkey.com)

<sup>42</sup> [www.google.com/google-d-s/forms](http://www.google.com/google-d-s/forms)